

SUMMARY OF RESOLUTION

Authorization to Enter into an Agreement with FSC/Jones Worley Transit Marketing, LLC, a Joint Venture to Provide General Marketing and Communication Services

Description

Port Authority of Allegheny County (Authority) requires a contractor to provide general marketing and communication services which will include, but not be limited to, marketing and promotion, public relations, community outreach and education, media buying, and web design and maintenance (Services). Services will be issued on a work order basis as they are approved to proceed by the Authority. The agreement would be for a three-year period with the option to extend the term of the agreement up to an additional two years at the sole discretion of the Authority.

Evaluation Committee

Consistent with the Authority's Board-adopted Procurement Policy and Procedures for Competitive Negotiations for Professional and Technical Services, an Evaluation Committee (Committee) was convened to evaluate proposals and recommend the top-rated proposer to perform Services. Committee was comprised of seven members and represented the Human Resources, Finance, and Service Planning and Development Divisions.

Schedule

Request for Proposal No. 09-11 for Services was publicly advertised and an informational meeting was held on January 15, 2010. A total of 38 firms requested and received copies of the RFP. Ten proposals were received on February 3, 2010 and were distributed to Committee.

Evaluation Process

Committee met to discuss and evaluate the proposals and determined that four of the proposers were in the competitive range that would ultimately be able to achieve the top ranked status. They included FSC/Jones Worley Transit Marketing, LLC, a Joint Venture (FSC/JW), Chemistry Communications, Inc. (Chemistry), Giant Ideas, Inc., (Giant) and GatesmanMarmionDrake+Dave, Inc. (Gatesman). Interviews were subsequently conducted with the four top rated proposers.

As a result of the review of the proposals and the interviews, Committee identified FSC/JW as the proposer with the highest rated proposal to perform Service.

Summations by Committee for each of the proposers follows:

FSC/JW provided a comprehensive work plan and illustrated a clear understanding of the project. Its case studies described FSC/JW's experience and how it would apply to the project. FSC/JW proposed a project manager from each of the joint venture firms. FSC's project manager brings a local marketing perspective and will coordinate all of the project efforts. JW's project manager brings prior transit experience. The remaining proposed staff of the joint venture has both relevant marketing and transit experience. The project organization and management plan detailed the roles and responsibilities of each member of the joint venture. The presentation solidified Committee's confidence level that FSC/JW was a cohesive unit that will work well together. FSC/JW brings relevant corporate experience and transit experience to the project. JW is a PAUCP certified DBE and FSC/JW has also proposed to utilize two additional PAUCP certified DBEs, The Empyrean Group and CDI Printing. The DBE participation for this project will be approximately 40 percent.

Chemistry provided a concise project work plan which showed an understanding of the project and demonstrated some creative ideas. The case studies were considered to be good and proved that it has some relevant transit experience. The proposed project manager and staff have relevant experience. Chemistry proposed to use Clear View Strategies as its subcontractor and the proposed individual has considerable transit experience. However, when asked to clarify that individual's role on the project, it was stated he would serve primarily as a "sounding board" for the agency and would not serve in a specific role on the project. The project organization and management plan described the roles and responsibilities of each proposed individual. Chemistry showed its communications experience and Clear View Strategies provided direct corporate transit experience. Even though Clear View Strategies has transit experience, it did not match the level of FSC/JW. Chemistry proposed to utilize Clear View Strategies as its PAUCP certified DBE for approximately 20 percent of the work.

Giant demonstrated a general understanding of the project in its project work plan. It provided a plan with heavy emphasis on paid advertising vehicles rather than no-cost or low-cost marketing efforts. Giant proposed several "giant" ideas for the project, but did not provide a thorough explanation of how it planned to accomplish these ideas. The case studies were considered to be good. The proposed project manager is knowledgeable and has relevant experience. The proposed staff also has relevant experience. The project organization and management plan provided the roles and responsibilities of each proposed individual. However, the proposed Giant team lacked cohesiveness during its presentation. Giant demonstrated relevant corporate experience. Giant proposed using the PAUCP certified DBE firm, The Communications Solutions Group, for approximately 21 percent of the work.

Gatesman provided a detailed project work plan that addressed several of the key issues of the project. The case studies were considered relevant. The proposed project manager has relevant experience. The staff also demonstrated relevant experience, but most of them have been with the company for a very short period of time. Gatesman provided a general overview of the roles and responsibilities of each of its proposed staff in its project organization and management plan. Gatesman appeared to have relevant corporate experience. Gatesman proposed to utilize Olczak

Management Consulting, Inc. as its PAUCP certified DBE for approximately 19 percent of the work.

Negotiations

The total not-to-exceed amount recommended for approval for Services is \$2.4 million and is to be allocated by the Authority, on an as-needed basis, through task-specific work orders. The agreement will be for a three-year period with the option to extend the term of the agreement up to an additional two years at the sole discretion of the Authority.

RESOLUTION

WHEREAS, Port Authority of Allegheny County (Authority) requires a contractor to provide, on an as-needed basis, general marketing and communication services which will include, but not be limited to, marketing and promotion; public relations; community outreach and education; media buying; and web design and maintenance (Services); and

WHEREAS, in order to obtain a qualified firm to provide Services, a Request for Proposal detailing the required scope of services was prepared and publicly advertised; and

WHEREAS, 10 proposals were received on February 3, 2010, and were reviewed by the Authority's Evaluation Committee; and

WHEREAS, the proposal submitted by FSC/Jones Worley Transit Marketing, LLC, A Joint Venture (FSC/JW), has been determined to be the highest rated proposal for the performance of Services; and

WHEREAS, an agreement for Services with FSC/JW, in the total not-to-exceed amount of \$2.4 million, which would be allocated on an as-needed basis through task-specific work orders, is recommended for approval.

NOW, THEREFORE, BE IT RESOLVED, that the chief executive officer and/or assistant general manager Service Planning and Development be, and they hereby are, authorized to enter into an agreement, in a form approved by counsel, with FSC/JW, to provide Services up to a total not-to-exceed amount of \$2.4 million, to be allocated on an as-needed basis through task-specific work orders, and also to take all such other actions necessary and proper to carry out the purpose and intent of this resolution. The agreement will be for a three-year period with the option to extend the term of the agreement up to an additional two years at the sole discretion of the Authority.